

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

CINEMAS – Inox Leisure Limited, Mumbai – Fixation of rates of Admission for Six (6) screens at M/s GVK E-City, Road No.1, Banjara Hills, Hyderabad - Orders – Issued.

HOME (GENERAL.A) DEPARTMENT.

G.O.Ms.No. 137

Dated: 28-02-2009.

Read the following:-

1. From the Commissioner of Police, Hyderabad City Letter No.L&O/A3/1838/2002, dated 02-02-2009.
2. Representation dated 17-2-2009 of Sri Alok Tandon, Chief Operating Officer, Inox Leisure Limited, Mumbai.

ORDER:

In the reference first read above, the Commissioner of Police, Hyderabad City, has reported that M/s Inox Leisure Limited has applied for grant of Cinematograph Licence in Form-B for running Six (6) Screens in M/s GVK City at Premises No.6-3-251,251/1,251/5 to 251/7, Road No.1, Banjara Hills, Hyderabad, and also requested for grant of permission for classification of seats and fixing of rates of admission in their proposed Six (6) Screens of M/s Inox Leisure Limited, as mentioned below:

| Screen/Class | Executive Class @Rs.125/- per ticket | Club Class (@Rs.200/per tickets) | Royal Class (@Rs.300/- per ticket) | Total seating Capacity |
|--------------|--|--|--|---------------------------|
| Screen-I | 28 | 112 | 11 | 151 |
| Screen-II | 36 | 136 | 16 | 188 |
| Screen-III | 36 | 173 | 09 | 218 |
| Screen-IV | 36 | 221 | 14 | 271 |
| Screen-V | 36 | 172 | 09 | 217 |
| Screen-VI | 38 | 158 | 16 | 212 |
| | Total..... | | | 1257 |

2. Further, he also stated that as per G.O.Ms.No.369, Home (General.A) Department, dated 18.12.2008, the maximum rates of admission fixed for Air Conditioned/Air-Cooled theatres is Rs.50/. As per G.O.Ms.No.175, General Administration (I&PR) Department, dated 2.04.2005, the exhibitors

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shall increase the seating capacity in the Cinema Halls in the last classes by 20 % of the total seating capacity if the theatre is having three or four class and 30 % if the theatre is having only two classes.

3. Further an opportunity of hearing was given to the M/s Inox Leisure Limited, Mumbai, on 17-2-2009 & 18-2-2009, before the Appellate Authority. The Government have heard the case represented by the Officials of the M/s Inox Leisure Limited, Mumbai. They have re-submitted their proposals the Screen wise, class-wise seating arrangement as indicated below:

PRICING MATRIX

| Screen | Class | No. of seats | Rate of admission in Rupees: |
|------------|-------|--------------|------------------------------|
| Screen-1 | Club | 140 | 100/- |
| | Royal | 11 | 200/- |
| Screen-II | Club | 172 | 100/- |
| | Royal | 16 | 200 /- |
| Screen-III | Club | 209 | 100/- |
| | Royal | 9 | 200/- |
| Screen-IV | Club | 257 | 100/- |
| | Royal | 14 | 200/- |
| Screen-V | Club | 208 | 100/- |
| | Royal | 9 | 200/- |
| Screen-VI | Club | 196 | 100/- |
| | Royal | 16 | 200/- |
| Total | | 1257 | |

4. Government after careful examination of the matter, and also keeping in view of the concept of Multiplex Theatres, hereby allow fixation of rates for Admission of Rs.200/- (for 75 seats of Royal Class) and Rs.100/- (for 1182 seats of Club Class), thus totaling to 1257 seats in all Six (6) Screens in M/s GVK E-City Private Limited, Road No.1, Banjara Hills, Hyderabad, with permission to screen five shows in each screen between 10.00 A.M. to 1.00 A.M. on all the days in relaxation of relevant Rules.

5. The Commissioner of Police, and Licensing Authority, Hyderabad City, is requested to incorporate the rates and class of admission in the Form-B Licence of M/s GVK E-City Road No.1, Banjara Hills, Hyderabad, and intimate the compliance to Government.

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6. copy of this order is available on Internet and can be accessed at address <http://www.ap.gov.in/goir>.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJOYENDRA PYAL,
PRINCIPAL SECRETARY TO GOVERNMENT.

To
The Commissioner of Police, Hyderabad City.
Copy to the M/s Inox Leisure Limited,
GVK E-City Private Limitedd, Road No.1,
Banjara Hills, Hyderabad.
Copy to the P.S. Principal Secretary to Government,
Home Department.
Copy to the P.S. to Minister for Cinematography.
SF/SCs.

// FORWARDED :: BY ORDER //

SECTION OFFICER